Basics of
Social Media

VOLOPER
Creations Inc.

Social Media

Basics of Social Media

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Basics of Social Media

Twitter

URL: Twitter.com

What Is It?

Twitter is the number one "micro blogging" service. A traditional blog allows a posting to be of almost unlimited length. Micro blogging services like Twitter enforce the SMS standard of a 140 character limit. The Twitter format encourages spontaneity and being particularly concise in the way you broadcast your ideas.

Twitter is typically used as a status message service. You can post frequent updates about your status via a web interface or with your smartphone.

An example of an effective tech-oriented headline clipping twitter account

Tag Symbol	Description
@<user>	Combine the @ symbol with a valid user ID to help the tagged user understand the tweet is directed at him or her. For example: `@PartsGuy Rebuilt starter or new? Which is best?` The user "PartsGuy" can click a button on his twitter page and filter for all tweets directed at him via the @ tag symbol.
#<keyword>	Combine the # symbol (called the "hashtag" or "channel") with a topic keyword to help users discover others talking about a similar topic. For example: `#css Found a great workaround for IE6 border problem` The #css tag in your tweet will ensure people who have predefined topic filter for css related tweets will see your tweet in their filter.

Usage Basics and Etiquette Points

Basic Terminology

Tweets and Tweeple: Posts are called "tweets". People who post are called "tweeple". Twitter neologisms and portmanteaus are rapidly evolving and may strike some as insufferably cute. Don't let the cuteness factor sour you on its use as a business communications tool.

Twitter Quitter: Twitter drop out is known as "Twitter Quitters". Studies indicate that roughly 60% of Twitter users abandon the service after only a month of use. A dormant Twitter account can reflect badly on a business. The perception might be a company can't bother to hack out a single short sentence a day about its business or the industry in which it operates. It's good to have a plan whereby normal daily missives can also be rendered as copy for a Twitter post.

Mastering Hashtags

Tweets can be targeted at specific audiences by using hashtags. For example, if your tweet is about pizza, you can bring it to the attention of other pizza lovers using #pizza

Louise @Evion2000
Why is everyone on my Instagram eating pizza?! You're making You're making me hungry!!! **#pizza** #food
Expand
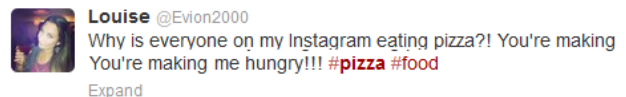
Various Twitter applications let people receive filtered lists of tweets that contain only hashtags of interest.

Do they work? One study looked at the use of hashtags in marketing and discovered posts with hashtags actually did worse than tweets without hashtags 53% of the time. However, 26% of the time posts did better with hashtags. The question is why did 26% tweets benefit from hashtags (a 30% boost in click-throughs according to the study)?

It's clear that hashtags can be woefully abused, a process called "hashtag stuffing". People read tweets and react to tweet because they provide compelling information, not because the poster has tried to get

as much reach as possible. Too many hashtags just crowd out the actual information. When using a hashtag try to target more specific audiences. Large or popular topics (#superbowl) have so many people tweeting about it at the same time your tweet won't remain on people's screens for very long.

Complete Your Profile

People do not spend much time deciding who to follow back. There's a considerable body of research in both traditional marketing and online marketing about the very, very small window of opportunity you have to get someone's attention.

Consider how other users will view your Twitter profile. Ask yourself what snap judgments will they come to? Does your Twitter profile say "professional, will provide a lot of interesting content and engagement?" Or does it say "hastily thrown together and why do I always need to know where this person is shopping?"

There are two likely ways a user will investigate your profile and make a decision to follow you. The first is **inspecting their own followers list**. The second is "**oh who re-tweeted me?**"

Sometimes it's hard to keep up with the Twitter alerts about a new follower and users just let new followers build up. Once in a while a user will click on his/her follower list and see who is following. Twitter arranges followers by the date they've followed you. The most recent are at the top. Twitter provides a quick way to follow users back or even ignore users.

Your Photo

Choose your profile image well. You could use your company's logo but also consider a professional, becoming photo of yourself. And don't forget to smile. If you look interesting, friendly, and knowledgeable people will give more credence to your words. Customize your profile page as well using the Design tab. Again, keep it neat and professional. Twitter allows you to have your own background image so consider maybe using the background image to showcase a product or service in a subtle and respectful way.

Your Name

You'd be surprised by how many people mess up their name. In general, use your full name. Given and family name. A single first name ("Bob") makes you sound generic, hasty, and potentially spammy. Naturally, if it is your company's Twitter, use your company's name. Is your company incorporated? Include the "Inc." You paid enough to get that Inc., wear it with some pride.

A third way people use Twitter is to provide some kind of service to other Twitter users. For example, your account curates news for your industry or some kind of celebrity. Maybe it promotes related events like indie music concerts. Again, make sure your name quickly reveals to potential followers what you do. Avoid weird letter/number combinations. If it looks like you just typed some random keyboard characters, people will probably just assume you're a throw-away spam account.

Your Bio

You've got 160 characters to describe who or what you are. Use them. A short bio that says absolutely nothing does not compel a person to follow you. It implies a profile that's hasty and spammy.

A well-written, concise bio might be all it takes to get someone to follow you. Between your photo and a good bio, you can immediately send the message that you are a person worth following or you probably provide the kind of content and engagement the user desires.

Time to take a hard look at your Profile Summary

If a person clicks on your name, either because they're wondering more about who has followed them or who has retweeted something, Twitter presents you with a Profile Summary. The Profile Summary displays your profile image, name, and bio. This has been discussed above. In addition, the profile summary adds information that might need some refining:

Location

Fill out your city/state, city/province, or even city/province/country. Not everyone knows where in the world Winnipeg, Manitoba is, eh. Don't be cheeky and fill in something like "Earth" or "the Nut House". Just give sensible information that keeps the person from having to dig around, notably if you're looking for local followers who might become local customers.

Website

Enter it. Twitter makes it clickable. Drive a click to your site. Make sure, of course, there's more information about you to be found at your web site. Don't send it off to a Wordpress blog you've not updated in two years.

Followed By

Twitter will list accounts you both follow. More is comforting. It implies others have done some diligence and followed you. If you were out to just cause other users grief or you were dead wood, they would have dropped and banned you already. If you're trying to land a particularly juicy user as a follower, it might be worth some time trying to get some of his/her followers to follow you before attempting to follow.

Tweets, Following, Followers

Do you have a respectable number of tweets under your belt? Are your follows-to-followers ratios reasonable? If you're following 800 people and only 2 follow you back, you look spammy. If you're being followed by 800 people and you only follow 2 back, you don't look like a user who will ever engage with others.

Last Three Tweets

Here's another chance to blow it. Are your last three tweets mindless? Retweets of others? Just Four Square or Yelp checkins? Fighting with someone? Just promotional links? Are your last three tweets from 8 months ago? Or are there great gaps in times between posts (you appear to only tweet once every other month)? How do your last three tweets make you appear? Ask yourself that. Correct it. Quickly.

Gaining Followers

A good way to get others to follow you is by following them. Use the search feature to discover popular # channels related to your business or industry. Lurk for a while to see how other Twitter users use the channel. Try to post compelling tweets to relevant channels. If someone asks a question on a channel, answer it if you can. Use the @<user> tag to direct the answer to the user and include the # channel tag so others can see your answer. You can gain many followers this way by providing honest, direct content and help.

Avoid trying to follow many people in the initial stages. Another user will devote a few seconds to determining if you're worth following. Before even scanning your Twitter posts to see if you have something worth reading, most people will first check your followers/following ratio. If you are following lots of people and few are following you back, users might easily interpret this as meaning you've nothing worth reading.

See:

An Introduction to Twitter Hashtags

http://www.wildapricot.com/blogs/newsblog/archive/2008/03/11/an-introduction-to-twitter-hashtags.aspx

What Can I Use It For?

A study by the Harvard Business School indicates that a very small percentage of Twitter users account for the bulk of postings. Roughly 10% of users generate 80% of the content. There are more active eyes than active hands and a content producer can use this to his/her advantage.

Better News Clipping Services

Twitter can be used effectively as a headline "clipping" service. Many Twitter users do nothing but post headlines and links to full stories on any given topic. Sites like Yahoo will send you headlines based on keywords you select but these services are automated and can have many false positives or lack relevancy. On Twitter you can find several real humans who carefully select and review headlines before posting.

Create a Cell Phone Text Alert System

Twitter's ever increasing integration with cell phones and other mobile devices makes it very easy for a business to provide its clients or even employees with SMS text alerts. Getting a cell company to allow you into their "walled garden" and provide SMS alerts was cost prohibitive for small- and medium-sized businesses.

While in default mode Twitter postings are public, Twitter posts can be made private, viewable only to approved readers. You can take advantage of the privacy setting and create three different Twitter accounts:

1) A publicly viewable account for clients and potential clients.

2) A private account viewable to only an approved list of clients.

3) A private account viewable to employees only.

Note: You'll need three different email addresses to create each account.

Internal Status Updates

Long time users of the Internet, back when it was primarily a Unix to Unix system, might remember the "plan" file utility. Users could place a small text file in their home directory called "plan" which normally would contain a message about the user's status.

Users could include messages like "I'm on vacation. Reach me at the following number in an emergency." Users could "ping" each other's plan file and get status updates. This function went away as the Web became the Internet's focus.

Embed Twitter as an attractive Flash widget

Twitter provides companies a very easy way for all employees to provide status updates and have those updates appear on a company's Intranet via a simple cut–and–paste widget supplied by Twitter. In a company where employees are working from home, at a client's site, and on the road, employees can use Twitter via a portable wireless device or a remote computer to update others regarding their status.

See:

Display tweets on your web page

http://twitter.com/widgets

Provide Real Time Event Coverage

Twitter is rapidly becoming the medium of choice people "tune" into for immediate, unvarnished real time coverage of events. If you are planning to attend a major industry event, you can use Twitter and a mobile device to provide compelling on-the-ground coverage and analysis of things like the keynote speaker, interesting products or services found on the dealer floor, and "slice of life" observations. It's a good way to raise your profile among potential clients and peers in your industry who were unable to attend.

You can also use Twitter at an industry event to network. You can post your whereabouts and invite people to come talk. For example:

```
#macworld Tuesday Noon to 1 pm lunch at Rick's. Other mac world people come say
hi. Wearing a blue blazer.
```

You've now just made yourself instantly approachable and given people a reason to introduce themselves and a conversation ice breaker. "Hey, I saw your tweet. Thought I'd say hi. I liked your comment about the new third party iPod products…"

Twitter Search for Business Intelligence

Twitter's spontaneity and immediacy give you a minute by minute window into consumer attitudes. What problems are consumers having with your product, the competition, or in your industry? Twitter is a huge slush pile but using Twitter's advanced search can help you focus on any conversation relevant to your business.

Facebook

URL: Facebook.com

What Is It?

Facebook probably does not need any introduction. It is a social networking site and a way of life for some. A Facebook member can upload and share videos, photos, and links. The member can share these with other Facebook users the member has included in his/her network. Facebook also supports inter-user communication.

Facebook uses a "real name" system. Users are known on the system and known to other users by a real name ("Mary Shelton"). Other social networking sites like Instagram favor a pseudonym or "handle" ("MacFan", "ChiTownGuy", etc.).

Real names offers privacy concerns for many (although nothing technically bars you from making up a fake name). Facebook balances its real name system with very limited access to those you do not specifically include in your network. Search engines are not allowed to crawl your Facebook pages. If a person is out of your network, a search on your name will result in little more than a "name, rank, and serial number" type page providing minimal information.

Facebook started as social network service for university and college students (one needed a valid academic email address to gain access). However, several years ago it opened its system to all users and saw tremendous growth. Despite increased awareness of identity theft, the real name system did not scare off users. Many found the real name system allowed long lost friends to make contact and the limited information available to those out of network allowed users to share far more personal details like employment history, educational background, and family relations.

Usage Basics and Etiquette Points

Basic Terminology

Friend: Someone who is in your network.

Wall: A message board on your profile page where friends can leave public messages.

Invitation: A short private message inviting a user to join a group or RSVP your attendance at a specific event. Invitations can be confirmed or ignored. Ignoring an event does not ignore the user in future and no message is delivered to the user that his/her invite has been ignored or rejected.

Fan Page: Facebook did away with the actual term "fan page" a long time ago but it's still in use to describe group page or like page created by a user and devoted to a particular topic (a movie, a city, a company/product, a musical band, etc.).

Facebook Profile Page

News Feed

The initial point of contact for most Facebook users is the News Feed, which resides on the Home page. The News Feed gives users a list of their friends' recent activities.

Profile Page

Your Profile Page is where users can access your Wall, photos, videos, notes, and links. It's also where you can manage all these features.

Networks

Facebook allows you to join various networks. For example, you can join a network dedicated to events in your hometown. You can join a network to discuss a particular TV show. These networks are sometimes called "Fan Pages". When you join a network (or start your own) you can invite other Facebook friends to join your fan page.

See:

Advertising

http://www.facebook.com/advertising/?pages

Communication

Users communicate with each other four primary ways:

1. Email (private)

2. Writing on a person's "wall" (publicly adding a comment on the user's home page)

3. Commenting on items others have shared like photos, videos, links, notes, etc.

4. A "what's on your mind" status box similar to Twitter although you can input more than 140 characters and attach rich media content.

Image and Video Hosting

Facebook allows you to create photo albums and upload videos. You can upload an unlimited number of each. However, Facebook's handling of images is poor relative to other Social Networking sites like Flickr. Facebook scales down uploaded photos whereas Flickr preserves a photo's actual size.

Facebook does allow you to share videos externally (via embedding on a third party web site) but retains the privacy settings. Those not part of your friends network on Facebook will not be able to see the video even if it's embedded on a third party site.

The Wall

Displaying 5 of 85 wall posts.   See All

Any web developers in Toronto? Friend me.

Post

Perfetti Van Melle wrote
at 4:18pm on August 10th, 2009

Fun Park for Grown-Ups in Yonge-Dundas Square

At one point in our adult lives we've all wanted to revert to being a kid, if for no more than a few hours. As part of their Make Your World Go Rounder campaign, Mentos Gum is giving you that opportunity. On Thursday, August 13th, Mentos Gum is turning the Yonge-Dundas square into a fun park – for grown-ups! From 12 p.m. – 11 p.m., Torontonians are invited to let loose and have fun with inflatable games (including a grown-up version of the bouncy castle), dancing and more, to the tunes of a live DJ who will be keeping the party going past bedtime.

Check out our Facebook invitation for more details:
http://www.facebook.com/event.php?eid=127926534041

Report

Jaéa Mag wrote
at 2:19am on July 30th, 2009

EVERYONE ADD ME AS A FRIEND: JAEA MAG...this is a magazine company Toronto.

Report

Daniel Vescio (Toronto, ON) wrote
at 1:34am on July 29th, 2009

BLACKOUT 2009 @ THE GUVERNMENT ENTERTAINMENT COMPLEX

ALL AGES MEGA PARTY WEDNESDAY AUGUST 26, 2009

BROUGHT TO YOU BY: WWW.4DEVENTS.CA

BLACKOUT @ THE GUVERNMENT - WED. AUGUST 26, 2009
VISIT WWW.4DEVENTS.CA FOR FURTHER INFORMATION

DOORS OPEN @ 9:00PM

8 ROOMS - 8 SOUNDS - 8 THOUSAND CLUBBERS

Commenting on a Fan page wall

What Can I Use It For?

Facebook hosts over 1 billion users worldwide. Each user provides a real name and wealth of demographic and behavioral information. It might be considered by some as a marketer's dream. However, many users prefer Facebook over more open social networking sites like the old Myspace network because of the inherent privacy. Attempting to broadly market to Facebook users in an overt and unsolicited way will surely backfire.

However, there are responsible and productive ways you can use Facebook to enhance a business's profile and provide marketing and support information.

Create a Like or Group Page

Pages devoted to certain topics were called for a while "fan" pages. The name became problematic when it became apparent certain groups devoted to opposition to, say, a new tax were not well described as "fan" pages. Facebook created two kinds of page. A "like" page (so called because you must "like" the page to follow) and a Groups page. Most users have not adopted the term and still refer either as a fan page.

What's the difference between a "Like" page and a Group page? Not much. Like pages are for public entities, like companies, celebrities, TV shows, etc. A group page is for a given topic, like a love for hockey or people who appreciate science fiction.

Getting beyond the terminology, Facebook does offer organizations a powerful set of features for interacting with users who join your page. The primary advantage is content you put on your page gets updated to the most valuable pieces of Internet real estate after front page Google: the Facebook news feed.

A page is roughly similar in operation to the user profile page. However, fans can participate in adding content (photos, videos), messages, and more.

A fan page supports:

Discussion Boards: You can set up a discussion board and organize it by topics. Users can discuss your organization, products/services, and more

Video: You can upload your own videos (product demos, how to's, tutorials, etc.) You can also choose to give fans the ability to upload videos. Facebook supports videos up to 1GB in size.

Photos: You can upload an unlimited number of photos and give fans the same option.

Events Calendar: The Fan Page supports an events notification system and a calendar. Fans can RSVP and have the event added to their own personal Facebook calendar.

FBML: Facebook supports its own version of HTML that lets you customize your fan page and added FBML-based modules to your wall.

Restrict Access: The group page lets you restrict access to users in countries you select. You can also restrict access by age.

Member Notifications: As the fan administrator, you can send out email notifications to users who have joined your fan page.

Metrics: A fan page offers you Facebook's Insight metric tool. Insight gives you visual metrics of user activity, user demographics (sex/age/location), and a whole lot more.

Use Your Fan Page as an Intranet

If you're a small company, the Facebook fan page has most of the key elements you would want in a collaborative Intranet utility:

- A message board

- Events and Personal Calendars

Basics of
Social Media

- Chat

- Image/Video sharing

Create Your Own Facebook Ad

You can quickly and easily create a Facebook ad using the *Create an Ad* link found above Facebook's Ad trough. The Facebook ad utility gives you highly granular control over demographic targeting. You can reach Facebook users you match criteria like:

Location: Limit your ad to users who reside in select countries or cities.

Age: Target an exact age range.

Sex: Target only men or only women if you choose.

Keywords: Facebook ads can be restricted to only users who have certain keywords on their profile (hence indicating an interest).

Education: Target only users matching a certain education level (for example, only college graduates). You can even target only users who attended certain institutions (e.g., MIT).

Workplace: You can restrict ads to users who have certain workplace affiliations on their profile. For example, you can target Microsoft workers.

Relationship Status: Target only single people or married people.

Language: Target users who have configured their Facebook for a specific language.

Google Plus

URL: plus.google.com

What Is It?

Google Plus or Google+ is Google's attempt to create a Facebook-like social network. It is quite similar to Facebook although its adoption by users has been slow. Google is slowly starting to integrate Google Plus into its other offerings, like Gmail. Also, Google Plus reportedly gives one various SEO advantages.

Usage Basics and Etiquette Points

Basic Terminology

Circles: Circles can be used to control access to your information and media. Facebook gives you a binary Friend/Not Friend level of control over content access. Google Plus gives you public, acquaintances, friends, and family circles. If the friends-family-acquaintances paradigm doesn't work for you, you can create additional circles.

Community: Google's version of Like pages.

Hangouts: Video chat communities.

+1: The **+1** button is the equivalent of Facebook's **Like** button.

Default Circles

Real Names

Google Plus lost a lot of steam early on when it enforced a real name policy. You could not use Google Plus via a pseudonym. Many women with understandable needs for a level of anonymity abandoned the service, leaving Google Plus a heavily male dominated environment, much to the detriment of marketers. Google has revised its policy, however, allowing "established pseudonyms". An establish pseudonym appears to mean if your profile is flagged and you can demonstrate you're known by a pseudonym via

other social networks (say, your Twitter pseudonym), Google Plus will not delete your profile. It is, in the opinion of many, an unsatisfactory half–measure.

Image and Video Hosting

Google Plus allows you to create photo albums and upload videos like Facebook. Google Plus is a bit more friendly to photo uploaders. Google+ scales down photos but presents them about 25% larger than Facebook. You can get more detail and the image fills larger monitors more naturally. Google+'s photo albums present in a both a gallery and slideshow format. You can mix still images and video.

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Commenting on a Fan page wall

What Can I Use It For?

The problem with Facebook is it's not a great platform for lead generation. Lots of businesses are there because their customers and potential customers are there. But leads have to come to you. They have to find your "fan" page. And since there's no company accounts you can create on Facebook, you have to engage them via your personal Facebook profile. You have to treat customers like friends, giving them access to the baby shower photos, your beach outing photos, and whatever drama might play itself out on your wall.

Google+, on the other hand, lets you wall off your personal life. Since Google's various properties (gmail, Google docs, Google calendar, etc.) already have a strong following among small business users, Google+ is probably going to be adopted osmosis like by small business users. You won't have to work too hard to find them and attract them.

Company Pages

Google Plus allows you to setup a profile under your company name. Your company profile operates in a similar fashion to your personal profile. A company page is a good way for a small company to offload the chore of having to try and setup some kind of company site-based system that provides two way interactivity and community building.

Give Webinars

Google Hangouts are a great, free way to conduct a video-based webinar or panel discussion. If you have a G+ profile, that's all you need to start a hang out. Up to nine people can video conference and an unlimited number of users can watch the webinar or panel discussion. Hangouts supports various additional apps, like SlideShare, allowing you to bring really rich media to your presentation. Your whole presentation can be bundled off and posted straight to your YouTube account for later viewing.

See:

Learn More About Hangouts

http://www.socialmediaexaminer.com/google-hangouts-on-air-guide/

Extend Reach with Hashtags

Google Plus supports #hashtags in wall posts. When you add hashtags to your wall posts, you can find others posting on the same topic. Other users, likewise, can find
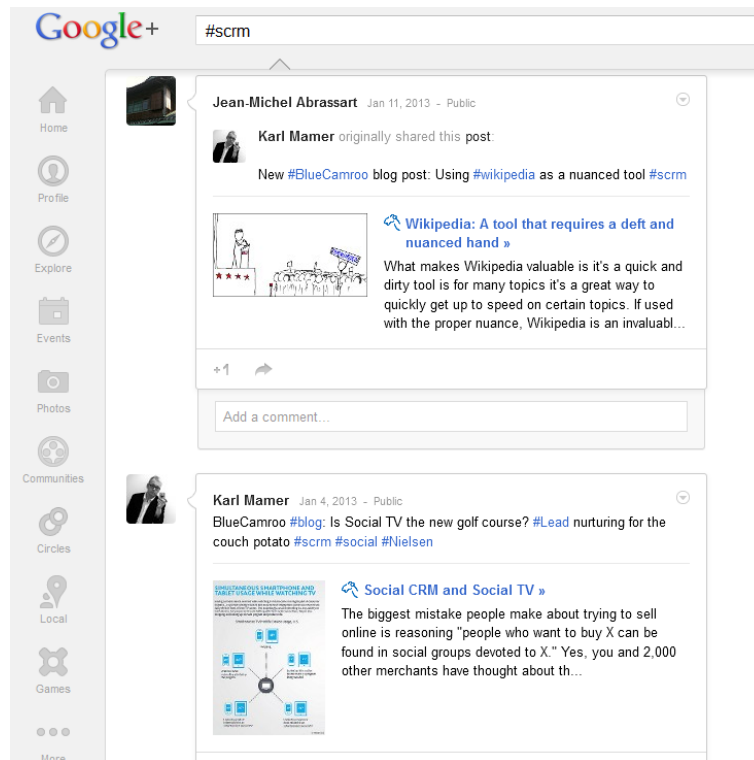
Back End Your Way Into People's Gmail

Google has been slowly incorporating Google Plus notifications into the Gmail page. When people add you, +1 your posts, and comment on your posts, Google injects alerts into the Gmail. You can get out in front of potential customers and into their Gmail page by following their profiles, commenting on their posts, and liking their posts.

SEO

Google indexes Google Plus content. Google makes Google Plus posts flagged as public available to all Google searchers. Google also takes into account when other people like the post via the +1 button

See:

10 Dead Simple Tips to Take Advantage of Google+ for SEO

http://moz.com/blog/tips-to-use-google-for-seo

LinkedIn

URL: Linkedin.com

What Is It?

LinkedIn is a social networking site similar to Facebook but with a focus on professional networking. The site has over 225 million users who represent more than 170 different industries. The site is popular with IT and knowledge-based workers, those at the managerial/executive level, marketing/sales professionals, and academics working with industry.

LinkedIn offers four basic services:

1. Professional networking

2. Job hunting/recruiting

3. Open and "members only" networking groups

4. A company profile utility

Usage Basics and Etiquette Points

Starting

When you join LinkedIn, you complete a profile including employment history (companies you worked for, years you worked there, and the positions you held). LinkedIn then matches your work history with others already in the system, suggesting people you might know from previous or current employment. You send them requests to add the individual to your network.

LinkedIn also allows you to search your Hotmail, Yahoo, and Gmail address books for additional matches. Once you've built a small network, you then have access to second and third tier associates (i.e., "friend of a friend" and "friend of a friend of a friend" relationships). If you wish to add second and third tier users you can either "cold call" them or get the tier intermediate to offer an introduction.

Adding Etiquette

You should fully complete your profile before trying to add associates. An uncompleted profile makes you appear hasty. A completed profile with interesting and varied work experience makes you more "valuable" to have in a person's network. You probably don't need an intermediary recommendation if you're adding second or third tier users with professional comparable experience. If you're trying to add someone out of your area of expertise, it might be worthwhile to get an introduction so as not to appear as a crass network builder who is only going to waste people's time trying to sell to them.

Recommend People

LinkedIn allows you to post public recommendations on the profile pages of people in your network. LinkedIn has a career section and some career ads will bar an application from a user without any recommendations. Providing recommendations for others helps not only in job hunting but helps their network building. Users you recommend will likely repay the favor and recommend you back.

Add a Photo or Not?

LinkedIn resembles a resume service and North American business culture generally frowns upon including a photo of yourself. Other cultures, like Asian business cultures, typically want a photograph of the person they're doing business with and it does not appear to be unprofessional. On LinkedIn it is acceptable and probably preferred if you do add a tasteful self-portrait. Users surfing LinkedIn will tend to click on a photo profile more often than a profile without a photo. If your aim is to get people to read your profile, a photo can improve your chances.

A complete, effective LinkedIn Profile page

What Can I Use It For?

Company Profile Utility

LinkedIn has an excellent utility that lets you search for company names and then view a detailed profile of the company. Of particular interest to those seeking to further a business–to–business relationship is a feature that will show you current and past employees in your first, second, and third network tier. The utility can provide valuable business contacts you didn't even know existed.

You can also create a profile for your company and manage it. Other LinkedIn users can follow your company page. You can post updates to your company's page and have these updates stream out onto the walls of those who follow your company page.

You can create product summaries and promote your various products and services via your LinkedIn company page.

User Groups

LinkedIn offers various special interest groups you can join. Participating in LinkedIn groups is a key way of raising your profile and your company's profile online. Groups can either be open (anyone can start participating right away) or closed, meaning the person who created it has to approve your membership. Closed groups tend to be more serious and offer contacts with more influential users. Before you join a closed group, your profile should "look the part". If you're trying to join, say, a closed group devoted to Internet marketing but you have no Internet marketing experience on your profile, you might not get approved.

A company page is an excellent portal into understanding who you might know at a company

Many groups involve problem solving. You can build relationships, trust, and status by providing users in your outer tiers with timely, informative answers. Helping lead conversations, and generating conversations, can also raise your profile in a group.

Many user groups and "talk boards" tend to reward users for cute or clever answers. However, LinkedIn's emphasis on professional standing and a LinkedIn user's desire to maintain or raise standing within a community of peers tends to "raise the bar" within these groups. Avoid being glib.

Recruiting

LinkedIn provides a cost effective method for recruiting staff and leveraging the chain of professional trust inherent in your LinkedIn networks. You can run job ads and have them connected to your profile. Those in first, second, and third tier networks can view the jobs and apply. As a recruiter you can follow the relationship chain for potential candidates and quickly determine an applicant's suitability based on not only posted recommendations and the applicant's profile but also based on first tier relationships. Sometimes it is easy to judge character based on the company one keeps. For example, an applicant with a lot of job experience but few senior people in his/her first tier (and few recommendations) could be a warning sign the applicant doesn't build good real life work relationships.

Embed PowerPoint Presentations

On your profile page there is a link that lets you add applications. Most of these applications are a way to bring in content from other sources. Of note is the Google Presentations tool. If you're registered with Google's document sharing service, you can pull your uploaded PowerPoint presentations into your LinkedIn Profile. It's a great way to showcase your skills with PowerPoint as well as putting the message in the presentation front and center on your profile.

YouTube

URL: YouTube.com

What Is It?

YouTube is a video hosting and sharing site. It is a subsidiary of Google and it's quite easy to set up an account with a gmail login. YouTube accepts uploads in most common formats (WMV, AVI, MOV, MPEG, MP4, FLV, and cell phone 3GP). YouTube originally rendered down high quality video into a 320x240 Flash video format for display. Recently, YouTube has added support for a high quality format (480 x 360) and a high definition format (1280 x 720). Videos can be no longer than 10 minutes in length and 2 GB in size.

Usage Basics and Etiquette Points

Sharing

YouTube provides a number of ways to share your videos. YouTube videos can be embedded on your own web site using HTML code automatically generated for each video you upload. You can also link a video to another user's video by using YouTube's "Post Video as Response" feature. Finally users can create a "channel" by subscribing to your account. When you post new videos, users who have added you as a channel will be alerted to new content.

Autoshare

You can link YouTube with your Facebook page or Twitter. When you upload a new video, an alert will be posted to your profile page and/or your Twitter feed. You can turn on this option when you upload your first video.
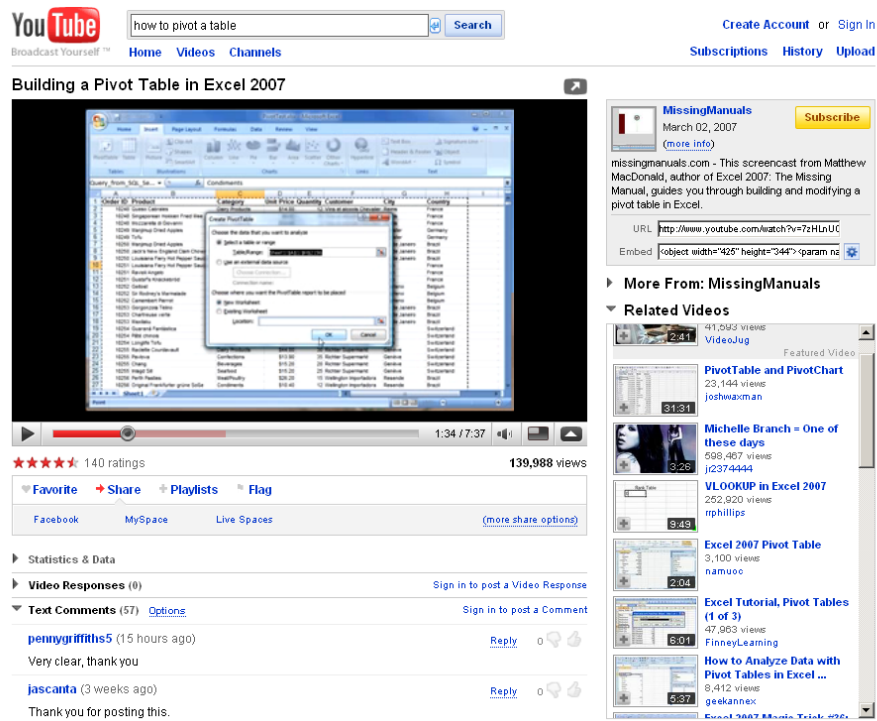
Metrics

YouTube provides detailed metrics for each video. Under each video is a "Statistics & Data" link. If you click that you can see views plotted along a time line and basic demographics about your viewers. From your My Account page you can get more detailed metrics:

Views: Views shows you how many people are viewing your video a day, plotted along a time line as well as a world map showing what regions are sending a lot of traffic.

Discovery: Shows how people are discovering your video (Youtube's search, Google, direct links, etc.).

YouTube can be a great source on learning how to use software

Demographics: Displays which age range your top viewers are falling in as well as a gender breakdown.
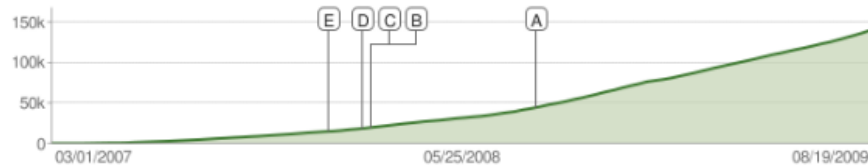
Community: Display a time line of how many comments you're getting and which nations those comments are coming from.

Hot Spots: Hot spots displays a time line of a video and shows you viewership stats for each portion of the video.

Statistics & Data

Total Views: 140,023

| | Comments: 57 | Favourites: 409 | Ratings: 140 | Average Rating: 4.58 |

Links

	Date	Link	Views
A	Aug 11, 2008	First embedded on - video.google.com	1,933
B	Feb 15, 2008	First referral from Google search - pivot table excel 2007	2,435
C	Feb 13, 2008	First referral from Google search - excel pivot table	2,292
D	Jan 30, 2008	First referral from Google search - pivot tables	2,981
E	Jan 02, 2008	First referral from Google search - pivot table	10,860
	Unavailable*	First referral from YouTube search - pivot table excel 2007	2,608
	Unavailable*	Other / Viral	10,830
	Unavailable*	First referral from YouTube search - pivot table	6,456
	Unavailable*	First referral from related video - VLOOKUP in Excel 2007	4,478
	Unavailable*	First referral from YouTube search - pivot	3,846

*Exact date is not available. The count of views from this link only includes views since 30 November 2007.

Audiences

This video is most popular with:

Gender	Age
Male	45-54
Male	35-44
Male	25-34

This video is most popular in:

More

Less
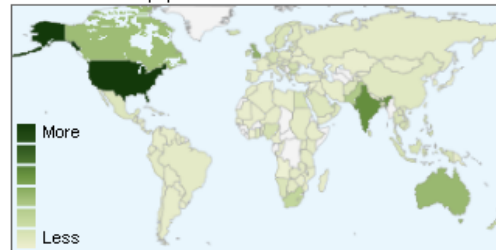
Honors for this video (0)

YouTube's new metrics offers breathtaking detail

Music Rights

YouTube has negotiated royalty agreements with several music publishers, paying them royalties from YouTube ads. In return, uploaders have a limited right to upload videos using backing music from these publishers. However, not all major publishers have entered such an agreement with YouTube. If a video is found to be using music from an unlicensed publisher, YouTube will mute the video's audio. In general, if you're not sure if YouTube has negotiated rights, it's best to use music from a royalty free source for your videos.

Commenting

By default, YouTube users can comment on videos. If a user posts a comment on your video, you will be alerted by email. You can delete comments or even ban specific users from further commenting. You can also turn of commenting altogether.

What Can I Use It For?

Host Your Videos with YouTube

For a smaller business, delivering video can be a technical hurdle and a costly use of bandwidth. You could host your videos on YouTube and embed them on your site. YouTube does, however, watermark your videos (and sometimes runs third party ads on them). It is clear to users you're embedding them. Most users these days accept YouTube as the defacto gateway for net video so save for very large corporations, linking your site with your YouTube channel will not necessarily be seen as a cheap kludge.

Take Advantage of the Google Connection

YouTube's ownership by Google also ensures your videos are crawled and indexed by the Google search engine. Many users will search purely for video content, preferring to see a product being demonstrated instead of reading about the product online or seeing static images. Your videos can display your URL ensuring viewers know how to link back to your site. Ensure you practice good SEO techniques with both the video description and the tag field.

*A company that makes effective use of
how-to videos and promotes its URL*

Post How To Videos and Tutorials

In the same way you can build standing and networks by being an informative user of blogs, message boards, Twitter, and other Social Networking, you can also build standing and drive traffic to your site by providing instructive or educational videos. If you're selling graphics services, teach users interesting Photoshop techniques. If you're selling your accounting services, show YouTube users how to fill out certain tax forms or keep their records in order for tax time.

You can also post tutorials for users of your own products. Ensure descriptions and tags are both specific enough so a current user can find it via a YouTube or Google search but also general enough so a user searching for a solution can find your product.

The Hot Spots metric as noted above can be a valuable tool for determining if your tutorial videos are effective. For example, if you see viewers are dropping out early on in the video, then the video might not be visually appealing or confusing. If viewers are dropping out half way through your video might be too long.

Product Demos

About half of Youtube viewers use the site to research product purchases. Youtube lends itself easily to demonstrating complex products, like electronics. If you offer some kind of product that consumers might normally want to pick up and examine in a store, Youtube can give potential customers the same level of confidence.

Instagram

URL: Linkedin.com

What Is It?

Instagram is a photo sharing service. Photos are mostly shared over smart phones using the Instagram app (iOS or Android). Instagram also provides a web-front end. Instagram photos can be shared out to Facebook, Twitter, and Tumblr. LinkedIn is a social networking site similar to Facebook but with a focus on professional networking. The app has over 100 million users.

Usage Basics and Etiquette Points

Starting

Download the free Instagram app for your iOS device (e.g., iPhone) or your Android device. Start taking photos. Share them via the Instagram app. Much like Twitter, you can use the # sign to hashtag photos. This helps organize photos along themes. For example, people who might want to see tourist shots of Paris would visit #paris.

Terminology

Heart: The Heart button is the equivalent of the Like button.

Comment: The Comment button lets you comment on a photo.

Filter: Instagram provides various filters. You can use filters to adjust lighting and set different moods.

Licensing

Instagram's Terms of Service is controversial. Many users have incorrectly read the site's Terms of Service to imply you sign over your photo's rights to Instagram. You retain ownership of your photos. However, by using Instagram you give Instagram the right to incorporate your images into advertising. It's unclear what Instagram means by this, ultimately. It could mean anything from simply running an ad next to your image or incorporating your image into an advertising campaign and inserting such ads into other web sites. And you won't be paid for it. But you do get to use a free service to host and share your images.

What Can I Use It For?

Get people clicking

People respond to pictures immediately in ways they won't respond immediately to text. They click on pictures that are interesting, quirky, or feature attractive people.

It's Informal. It's personal.

Many small businesses lend themselves to the informal, personal touch. People understand Instagram images are not the product of a big media campaign. It's street level. It's a merchant's on-the-spot

snapshot of the here and now. You are proud of your office, your building, your warehouse. These things don't really lend themselves to web sites or marketing materials. But Instagram lets you get out these slice−of−business−life snapshots in a way that doesn't seem crass. Keep the photo caption verbiage to a minimum and raw/authentic.

Show your products

Picking up on the above point, are there creative ways you can show your product? Notice your product out in the real world? Got an arty macro view? Instagram it. Remember. Let the image, the lighting, and the mood set by the filter carry the message. Stow the impulse to append over−written marketing copy to the image.

Tell your story visually

A soft drink is just sugar and water in a bottle. There's nothing inherently emotional about that. But put that bottle in the hands of the most warm−hearted painting of Santa or in the hands of a couple kids walking back from the fishing hole and you've instantly added emotional content to your product and your business.

Adjust your emotional content on the fly

An ad campaign must be thought up months in advance. Many advertisers have been stymied by sudden shifts in public mood. A natural disaster or tragedy can completely derail a company's feel good imagery. Instagram allows you to adjust the emotional content of your business on the fly.

Basics of
Social Media

Flickr

URL: Flickr.com

What Is It?

Flickr is a photo hosting and sharing community. It is part of the Yahoo group and also offers video support. If you have a Yahoo email account, it's very easy to quickly set up a Flickr account.

Flickr allows you organize photos into albums. You can embed them in your own web pages and blogs. As well, Flickr allows you to join or create themed communities and share photos and discuss the photos via a message board. Flickr also allows users to comment on each other's photos.

Membership is free although there is a 200 photo limit for free users. A professional membership gives you unlimited photo hosting.

Usage Basics and Etiquette Points

Terminology

Photostream: What Flickr calls your photo collection.

Group Pool: The photos submitted by users to a photo sharing community.

Licensing

When you upload a photo you can set sharing rights. You can reserve all rights or allow sharing via a creative commons license. Naturally, you should not use others images unless you follow the rights setting.

Create Photo Albums

If you plan to host many photos and want users to browse your photostream, you should organize them into photo albums. You can nest photo albums as well.

Embedding Images

Photos you have uploaded can be embedded in your own web site or blog. When you embed a photo, Flickr requests the photo has a link back to the photo's actual Flickr page. At the bottom of the photo's Flickr page, you will find automatically generated code for the embedding and linking.

*Flickr offers communities where you
can visually showcase your work*

Invite

If you create a community, you can invite other Flickr users to join your community and share their photos. Communities users belong to are shown on their profile page, allowing other users to discover communities and join. A community can therefore grow via a viral process.

What Can I Use It For?

Host Photos and Save Bandwidth

Embedded photos are water mark free and work quite seamlessly into your site layout. Photos support tags and descriptions and Flickr is indexed by the major search engines. Practice good SEO techniques when selecting tags and descriptive text.

Cut and paste code

Many times users are actually searching for visual information (like a product they're interested in buying or a software application screen shot) and don't want to wade through a bunch of text to find the information they desire. They will jump right to Google or Yahoo images.

Share Your Handiwork

There are an uncountable number of photo sharing communities on Flickr and no matter what your photo is, it should not be too hard to find a community where you can share it. Photo descriptions will automatically hotspot entered URLs so a compelling photo is a good way to generate click-through traffic. For example, if you're particularly proud of a web site design you did, you could find a community dedicated to screen shots of cool site design. If you found no such community, you could create your own.

Note Flickr automatically hotspots your URL in a photo description.

Posting images and adding your URL are a great way to generate click through traffic

Pinterest

URL: Pinterest.com

What Is It?

Pinterest is a photo sharing site and image bookmarking system. Photos are organized by interest and "pinned" to different interest boards. Hence, Pinterest (pin + interest). LinkedIn is a social networking site similar to Facebook but with a focus on professional networking. The site has about 50 million users. Pinterest is of particular interest to marketers because it has captured a valuable demographic: free spending women users. Many of Pinterest's users use the site to create visual wish-lists of products they would like to purchase, as well as posting images of products they have purchased.

Pinterest offers services like:

1. Personal pages

2. Business pages

3. Bookmarking buttons you can put on your own site.

Usage Basics and Etiquette Points

Terminology

Pin: A pin is an image or a video. You can add a pin via a URL (that is to say, a bookmark) or you can upload your own image.

Board: A board is a kind of folder where you organize your pins by topic. For example, you might have a My Style board and add images of clothes you like.

Follow: When you follow other users, their recent activity appears on your home feed.

Bookmarklet: A button you can generate on the Pinterest site and then put on your own web site, making it easy for site visitors to get your content onto their pin board.

Promote What's Interesting - Don't Just Self Promote

Balance your "sales-y" content with other interesting content. Like Instagram, Pinterest lends itself to giving potential customers a feel for your company's "personality".

Don't Do a Photo Dump

It's tempting, at first, to dump as much content as possible upon joining. However, since your content will appear on other people's walls, space out upping the content. It keeps your company on other people's walls and makes your company seem a lot more active.

Starting

You can join Pinterest with an email address or login via your Facebook or Twitter credentials.

Starting a Business Page

After joining as a regular member, click the **About** menu item. Select **For Business** and follow the setup wizard.

What Can I Use It For?

Virtual Showroom for your products

Pinterest's most obvious use is creating boards for your products. Consider, as well, a "fan photo" board, a place where customers can submit photos of them using the product. Think of it like a wall in a restaurant or pub where customers post photos of themselves enjoying a night.

Discover the Tastes of Your Clients

Use Pinterest to track down your ideal customer type. Discover what their interests are. What visually excites them? What are they buying? What aspirational products are they pinning?

Quora

URL: Quora.com

What Is It?

Quora is a questions and answer site. LinkedIn has abandoned its LinkedIn Answers utility leaving Quora as the last serious, business oriented Q&A site. Quora is popular with startup owners/workers, tech entrepreneurs, the creative class, and people with a scientific bent. The site has roughly 2 million users.

Quora offers three basic services:

1. Ability to ask and promote questions

2. Ability to answer questions

3. A blogging service

Usage Basics and Etiquette Points

Starting

When you join Quora, the system uses your email and social networking credentials to determine who you have existing social network relationships with and automatically duplicates them in Quora. You automatically hit the ground running with a familiar network.

Rich Media Answers

Unlike LinkedIn's old Answers system, Quora's answer platform allows the easy incorporation of images and video.

Edit Any Time

You can go back and edit your answers at any time, especially if you notice typos or your answer needs clarification or factual updates. Note, as well, other users can edit your answers. If another users edits your answer, Quora lets you accept or reject the edits of other users. One should not get upset by the suggested edits of others. Feel free to reject edits but do not lash out at fellow users.

Assume good faith.

Upvote

A good way to ensconce yourself in the Quora community and dispose yourself favorably to other users is upvote the answers of other users.

What Can I Use It For?

Quora can put you before a small but influential group of users. You can build reputation and get exposure.

Upvoting the answers of others is a very quick way of getting some exposure. Users will get notifications of upvotes, see who has upvoted them, and investigate the profile of upvoters.

It's About Contacts

People are attracted to Quora because it puts them in contact with fantastic thinkers. You don't have to be a renaissance thinker to have success on Quora. Consider your core area of knowledge. What are you good at in the office and outside of the office. Maybe you have a knack for plumbing or baking. There are a lot of creative types and knowledge workers that lack what you might have detailed knowledge of. Quora is a good way of getting what you might think is everyday knowledge out in front of an influential audience.

Tumblr

URL: tumblr.com

What Is It?

Tumblr is often referred to as a microblogging service. Tumblr was an early adopter of the ability to post images from smartphones and continues to innovate in this area.

LinkedIn offers four basic services:

1. Free, ad-free blogging.
2. Mobile posting.
3. Schedule posts.
4. Tags.

Usage Basics and Etiquette Points

Starting

Sign up with a valid email. Choose your Tumblr URL. Click the **Setup** icon and configure the look of your blog. Tumblr supplies a number of free templates. You can also edit the CSS to tailor the look or add Google ad scripts.

Anything Goes

Tumblr has a fairly "anything goes" approach to content. Although that normally dooms a site to being a pornographic gutter, it's early adoption of smartphone technology has given it a firm audience of Millennials (people born 1980–2000). It's very popular with food and fashion followers.

Commenting

Tumblr does not allow blog comments unless Tumblr bloggers are following each other.

Reblogging and Liking

At the bottom of a Tumblr post are two icons that let other Tumblr users like a post (similar to a Facebook like) and Reblog a post to their own Tumblr wall.
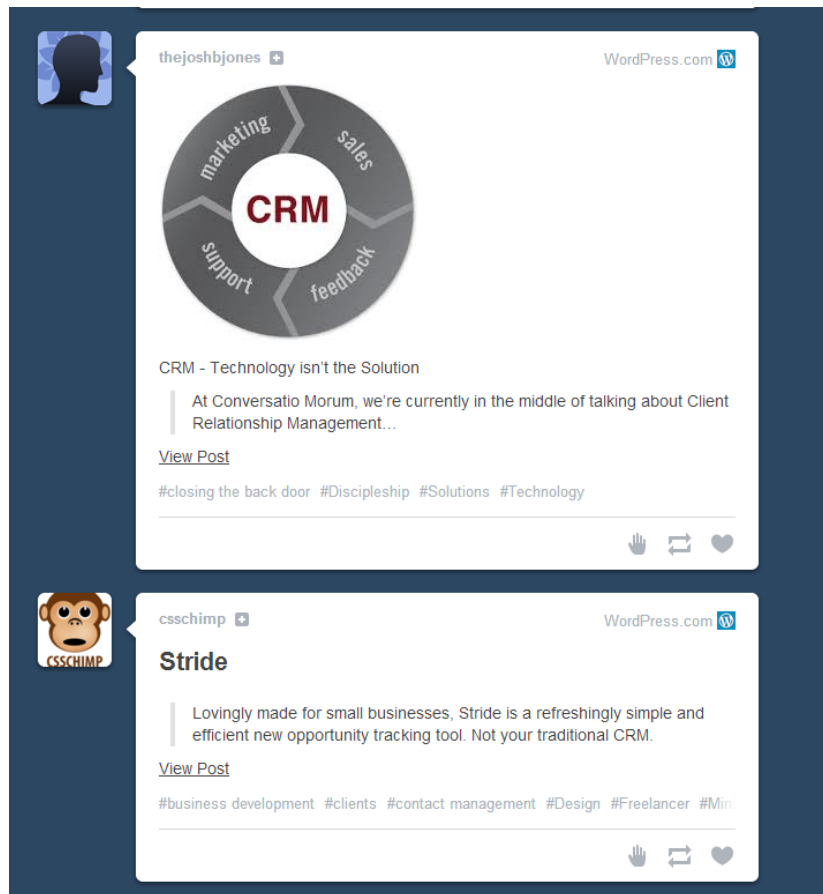
What Can I Use It For?

Tumblr is a great way to blog via your smartphone. If you're at a conference, your Tumblr blog can let you get conference coverage, analysis, and feedback online in an instant. Tumblr is well crawled and indexed by Google. Just make sure you submit your Tumblr URL to Google for indexing.

Getting More Traffic

When you like or reblog a post, Tumblr post displays a list of other users who have reblogged and liked the post. The blog owner is sent an alert email when his/her post has been reblogged or liked, which might cause the blogger to investigate your own blog. Other users can discover your blog by inspecting who has liked or reblogged the post they're viewing.

Keep a constant Presence

Use the scheduled post function to ensure content is appearing on your Tumblr blog when you're away. Reblogged posts can also be scheduled for future, automatic posting. Take advantage of this as well to keep a constant stream of content.

Social Bookmarking

URL: digg.com

URL: reddit.com

URL: delicious.com

What Is It?

Social bookmarking is a way for users to share interesting web sites, blog posts, Youtube videos, or news items. The three top sites are Digg, Reddit (pronounced "read it"), and Delicious. Submitted URLs to a social bookmarking site are generally available for voting and commenting on by users. Bookmarks that receive the largest number of votes, many votes quickly in a short period of time, and/or many comments typically get higher prominence within the social bookmarking site.

Usage Basics and Etiquette Points

Digg

A site added to Digg has been "dugg". Dugg links are organized hierarchically (i.e., by topic). Dugg sites can be voted up as well as voted down (called "buried"). Any link submitted to Digg can be commented on by other users. Items also have quick forwarding options, allowing you to forward the item to your Twitter and Facebook accounts as well as email.

You can also create your own profile page and select topics you're interested in. Dugg sites that fall under those categories will appear in your profile's activity feed.

Delicious

Delicious organizes shared bookmarks via a tag scheme. You cannot drill down via hierarchical topics like Digg. Delicious measures a URL's popularity via how many people have bookmarked the site themselves. Delicious allows you to save your own browser's bookmarks to Delicious, allowing you to have access to your bookmarks should you be using a computer that's not yours. Your browser bookmarks are marked private by default.

Reddit's Technology stream

Reddit

Reddit is similar to Digg in that it organizes its links via topics. Topics are not hierarchical but thought of as communities, although titled via a single word (programming, gaming, etc.). Users can create their own community. Posted URLs can be commented on. Users cannot only vote up or down links but can vote comments up or down (giving more or less prominence to an opinion by a particular user). Users do not have to post links but can create discussion topics (called a "text–based post"), allowing the user to ask a question or simply sound off.

What Can I Use It For?

Drive Traffic

The key lure of social bookmarking for website owners is it can help drive large amounts of traffic to a site. As in any social networking environment, overt commercial plays are viewed, at best, with suspicion and, at worst, with open contempt. The key to getting bookmarked is organic growth and making it easy for site users to bookmark you. To this end, many web sites now have a one–click submit link to the major social bookmarking sites. Users can quickly add your site, ensuring the proper URL and descriptive text are entered.
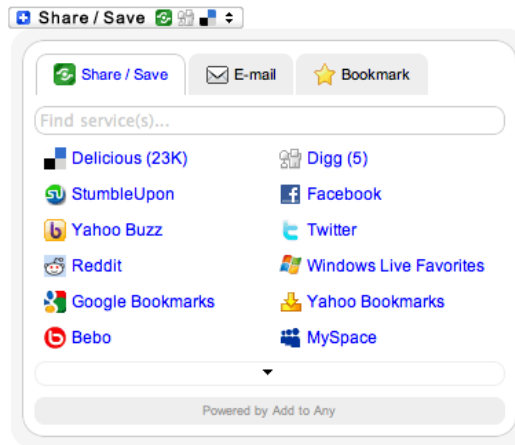
A typical widget with a range of submit options

Headline Clipping

Social bookmarking sites can be used as a source of business intelligence. As noted in the Twitter section, humans are better at selecting on-topic articles than a computer keyword search. The popularity features gives one a sense of news items or problems that matter most to the online community. Social bookmarking sites usually provide a way to export your desired news feed into an RSS format that you can place on your own site.

Conclusion

As the term implies, Social Networking is about being sociable. It's about leveraging Social Networking tools to allow you to form broader connections and gain access to wider networks. The basic rules of life apply to the venues of Social Networking:

Give as much as you take: In the context of Social Networking, you should provide compelling content well-tailored to the venue in question.

Give people what they want: Spend time trying to understand what people want in each venue. In LinkedIn, people prefer professionalism. In Twitter, people appreciate smart punditry.

Ask questions: Although it seems a strange way to raise your profile, but asking intelligent questions is an excellent way to get noticed. People appreciate a chance to off load knowledge and talk about their work.

Answer questions: Sometimes people have been searching for a solution to a problem for weeks or months. Being able to answer such a question can surely forge a new bond.

Respect personal space: People don't typically join Social Networking interest groups (for example, a web development community on Facebook) to be direct marketed to. And in the online world personal space could be something as simple as a person's email box. People will, however, explore the links you leave behind.

Associating with interesting people makes you interesting: In Social Networking, people are always looking for new and interesting areas of the platform to partake in and new and interesting users to follow. For example, being a user who discovers new business oriented apps on Facebook can raise your status.

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